

Sponsorship Benefits

We would like your participation in the form of team sponsorship to support this outstanding, high quality program. By sponsoring the Hot Rodders of Tomorrow Engine Challenge you will be investing in our youth to further the auto performance industry, you will be supporting our high school auto educational classes giving the kids a chance to get ahead in our industry. Your company's exposure will be in the forefront of every one of these young future mechanics in their most formative years. In giving back to our communities, your company will be associated with an exciting high school event with which every auto tech student involved will remember forever! Throughout the season we plan to promote the Hot Rodders of Tomorrow Engine Challenge through various means including magazine ads, flyers, event programs and the Hot Rodders of Tomorrow Website giving all the up-to-date info on the season.

2010 Hot Rodders of Tomorrow Team Sponsorship Opportunities

Team Sponsor:

- Company's logo on Website with link to sponsors website
- Company's logo on all print advertising promoting each HROT event:
 - Flyers -10,000 printed for each event
 - Posters- 500 printed & distributed to schools and retail locations
 - Stickers-10,000 printed & distributed through events
 - Magazine/Program ads – reaching over 1,292,000 readers
 - Newspaper ads- reaching over 250,000 readers
 - Coverage in local high school newspapers
 - Direct Mailing to over 15,000 addresses
- All websites promoting the HROT events:
 - Hot Rodders of Tomorrow (hotroddersoftomorrow.com)
 - Winner's Circle (winnerscircle.com)
 - Race & Performance Expo (rpexpo.com)
 - 1st Performance Warehouse (1stperformancewarehouse.com)
- Company banner displayed in a prominent spot of event area
- Company's logo on The 38ft. Hot Rodders of Tomorrow trailer
- Company logo on the regional winning schools 30" X 60" banner
- Company sponsorship of a high school team for any regional event

Cost: \$400.00* Plus 6 event shirts, hats and a company banner per event

*Only one sponsored named team can go to the finals. However if the sponsor's company has different Brand names, in future events the sponsored team can change sponsors to another Brand name of the company. For teams that make the finals, there will be an additional cost for customized team uniforms.

Sponsorship payment can be in the form of a credit memo, check or credit card, however no co-op credit memos will be accepted.

In summary, with a minimum of five national competition events and six national marketing events, together we can build an exciting high school program that will reach thousands of auto technology students and help prepare them for the future. We would like to thank you for your time and if you choose to become a partner with us as we invest in our youth, I'm sure you will not be disappointed, I'm sure you will see the positive impact this program has on today's students as it continues to grow and affect thousands of our young future mechanics. If there is anything you think we are missing, we would like to discuss them with you.

If you would like to sponsor a team, please fill out the attached Team Sponsorship application and Fax back to 815-727-2880 Attn: Tom Stockenberg

If you require further information or would like to arrange a meeting, please contact:

Jim Bingham
Hot Rodders of Tomorrow
Cell phone: 815-931-4810, Email: jbingham@winnerscircle.com



2010 Hot Rodders of Tomorrow Team Sponsorship Application

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact _____

E-Mail Address _____ Phone _____

We would like to sponsor a team at the following events at \$400.00 per event, per team:



P & E Distributors
– Tennessee - Feb. 27-28, 2010



3rd Annual Race & Performance Expo
– Illinois - March 6-7, 2010 (9,000 attendees)



Edelbrock Corp. (5th Annual Rev'ed Up 4 Kidz)
– California – April 24-25, 2010 (5,000 attendees)



22nd Lane Automotive Car Show
– Michigan – May 29, 2010 (13,000 attendees)



Painless Performance
Texas – May 8-9, 2010

Total Amount of Sponsorship \$ _____

_____ Signed By _____

(Signature)

(Print Name)